



Consumer Electronics Association

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September 2, 2005

VIA ECFS

Ms. Marlene H. Dortch
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, D.C. 20554

Re: *Ex Parte* Communications in EB Docket 04-296

Dear Ms. Dortch:

This is to notify you that on August 29, 2005, Sean Wargo, Director of Market Research for the Consumer Electronics Association (“CEA”), spoke via teleconference with Jonathan Levy, Eloise Gore, and Rick Chesson, all of the Media Bureau; Shannon Lipp, Gregory Cooke, and JeanAnn Collins, all of the Enforcement Bureau; and Kenneth Carter, Office of Strategic Planning and Policy Analysis.

This teleconference was in response to a request from Commission staff to discuss factory-to-dealer shipments of digital televisions (DTVs). Factory shipments represent the volume sold to retailers rather than sales to consumers.

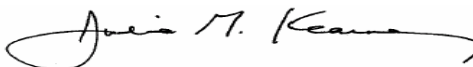
At this time, we estimate that cumulative shipment volumes for sets that contain a digital television (ATSC) tuner and DTV set-top boxes for the years 1998 to 2002 would be in the range of 200,000 units. An estimated 2.5 million integrated sets were shipped between 2002 and 2004. Going forward, CEA estimates that 8.1 million integrated sets will ship to U.S. dealers in 2005, 21.7 million in 2006, 30.5 million in 2007, and 34.9 million in 2009. Including set-top boxes, by 2009 150 million DTV tuners will have been sold, and we estimate that over the air tuners will be found in well over 85 percent of American homes. Currently, CEA has no estimates for digital to analog converters.

The CEA Market Research Department provides industry data regarding trends in the CE industry. In addition to market research data, CEA provides ongoing, primary research into consumer buying patterns, awareness of new technologies, interest in product features and a host of other issues. Working in conjunction with member companies, CEA Research conducts approximately 20 unique consumer studies each year. The reports contain executive summaries and analysis of the survey data, top-line results and detailed data cross-tabulated by demographic categories, as well as lifestyle variables such as Internet access.

Ms. Marlene Dortch
September 2, 2005
Page 2

This letter is being provided to your office in accordance with Section 1.1206 of the Federal Communications Commission rules. A copy of this letter has been delivered by e-mail to the meeting participants.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Julie M. Kearney", with a long, sweeping horizontal stroke extending to the right.

Julie M. Kearney
Senior Director and Regulatory Counsel

cc: Kenneth Carter
Rick Chessen
JeanAnn Collins
Gregory Cooke
Eloise Gore
Jonathan Levy
Shannon Lipp